European Forum for Science and Industry

International Conference
"Dynamics of the Media and Content Industries"
25-26 October 2012, Hotel Renaissance, Brussels
Rue du Parnasse 19 1050 Brussels – Belgium

AGENDA

Day 1: 25 October

08:30  Welcome coffee

9:20 – 9:30  Welcome word from the organisers
Marc Bogdanowicz, Joint Research Centre-IPTS, European Commission

9:30 – 10:00  Key Note speech
Vladimir Šucha, Deputy Director General Joint Research Centre, European Commission

10:00 – 11:00  Contrasting views from EU and US: Media Futures
Chair: Jean-Paul Simon, JPS Public Policy Consulting
Co-chair: Marc Bogdanowicz, Joint Research Centre-IPTS, European Commission
- Will contents drive the future growth within the ecosystem?
- Likely scenarios and role of players: the revamping of an industry
- New media technology: widening and deepening of the user participation
- Future patterns of consumption
- New content models?: immersive films/ games, immersive sports, marketing test drive cars, travelogue
- Future media worlds: toward coopetition?

Professor Eli Noam, Director Columbia Institute for Tele-Information, Columbia University, New York, USA
Professor Ed Steinmüller, Science and Technology Policy Research, SPRU, UK

11:00 – 11:30  Coffee break

11:30 – 13:00  The rocky road to digital media worlds: Upheaval in the media
Chair: Laura Sboarina, Cullen International, Belgium
Co-chair: Paul Desruelle, Joint Research Centre-IPTS, European Commission
- How are legacy players trying to re-invent themselves?
- What are the main strategies of new entrants in the media sector?
- Are ubiquity and the rise of the Internet turning upside down the legacy media logic? Moving from centralised, hierarchical architectures to decentralised, open and flexible ones in a globalized market?
- Is the Internet now starting to fulfil its promises for legacy players, opening up new streams of revenues?
- Does the spread of increasingly pervasive IP-based networks with the greater availability and supply of video content, lead to the transfer of entertainment to the Internet?
- Or will traditional digitalized networks (e.g. broadcasting transmission) continue to have a weight in the primary transmission?
13:00 – 14:00 Lunch

14:00 – 15:30 Enabling the new media world: The changing nature of competition in the ICT ecosystem and the deployment of new networks
Chair: Paul Desruelle, Joint Research Centre-IPTS, European Commission
Co-chair: Giuditta de Prato, Joint Research Centre-IPTS, European Commission

- What is the role of the telecom sub-sectors and network providers within the new ICT ecosystem? Its impact on the innovative capacity of the whole (e.g. the development of smartphones and the mobile apps)?
- What are the main challenges that the telecom industry and the IT sector are facing? How to manage the huge investments needed against uncertain economic returns? How to enable the investments? Under what conditions?
- Beyond supply side policies: is demand sufficient?
- Smartphones are the biggest contributors to the mobile internet explosion and future growth: how to monetize this growth?

Setting the scene: Jean-Paul Simon, JPS Public Policy Consulting
Sergio Gil Trullen, Director of Content, Content Corporate Unit, Telefónica Digital
Andrew Stirling, Senior EU policy advisor, Microsoft
Jacques Bughin, Director, MacKinsey Belgium

15:30 – 16:00 Coffee break

16:00 – 17:30 The funding of creation
Chair: Eli Noam, Director Columbia Institute for Tele-Information, Columbia University, USA
Co-chair: Marc Bogdanowicz, Joint Research Centre-IPTS, European Commission

- Will revenues from the Internet or from the newest segments of the media (i.e. video games) compensate flatterning revenues of legacy media?
- Like in the case of telecommunications it is just the output of more competitive markets with reduced margins and decreasing prices?
- How to reconcile the economics of production and the economics of distribution? Will the market provide sufficient incentives?
- Do we need mandatory funding arrangements? Are the policies designed to support some of the activities still relevant? Or are they too disruptive of the markets bringing the risk of propping up legacy players and reducing competition and the consumer welfare?

Setting the scene: Sophie de Vinck, Studies on Media, Information and Telecommunication, IBBT-SMIT/VUB
Ted Shapiro, Vice President and General Counsel, Motion Picture Association of America (MPAA)
Michael Gubbins, Chairman of Film agency for Wales
Day 2: 26 October

08:30  Welcome coffee

8:50 – 9:00  Welcome word
Marc Bogdanowicz, Joint Research Centre-IPTS, European Commission

9:00 – 9:30  Communication from the Commission (...): Promoting cultural and creative sectors for growth and jobs in the EU
Chair: Jean-Paul Simon, JPS Public Policy Consulting
Co-Chair: Marc Bogdanowicz, Joint Research Centre-IPTS, European Commission
General presentation of the Communication - Xavier Troussard, Acting Director, Culture and Media, Directorate-General for Education and Culture, European Commission
Industrial and entrepreneurial aspects of the Communication - Reinhard Büscher, Head of Unit, Clusters and Support for SMEs, Directorate-General for Enterprise and Industry, European Commission

9:30 – 10:30  Changing cost structures, value creation
Chair: Professor David Waterman, Dept. of Telecommunications, Indiana University, USA.
Co-chair: Jean-Paul Simon, JPS Public Policy Consulting
- What are the core economics issues for the transition?
- How are cost structure and production functions evolving?
- How is the creation of value taking place? Are we facing a shift of value from the "old" (off-line) world to the new on line world?
- What are the main patterns of consumption and production; how the labour force is evolving?

Setting the scene: Giuditta de Prato, Joint Research Centre-IPTS, European Commission
Jesus Badenes, CEO, Grupo Planeta, Spain
Richard Collins, Visiting Professor in the Centre for Law, Justice and Journalism at City University London, UK

10:30 – 11:00 Coffee break

11:00 – 12:30  Looking for business models
Chair: Professor Ed Steinmuller, Science and Technology Policy Research, SPRU, UK
Co-chair: Paul Desruelle, Joint Research Centre-IPTS, European Commission
- Is the industry moving away from the mere duplication of legacy business models, from the analogue/physical world to the digital world?
- Are innovative business models emerging? Hybrid models? Who is taking the lead? What can we learn from each subsectors? From other regions?
- How to find novel ways to monetize contents in a highly competitive ecosystem?

Setting the scene: Professor Claudio Feijoo, Universidad Politécnica de Madrid, Spain
Malte Behrmann, General Secretary, European Games Developer Federation
Arnaud Decker, Secrétaire général Pôle Radio – TV, Lagardère Active
Anna Vondracek, KEA European Affairs, Senior Project Manager Europe, Belgium

12:30 – 13:30 Lunch
13:30 – 15:00 Asset management in the digital age: beyond copyright
Chair: Paul Desruelle, Joint Research Centre-IPTS, European Commission
Co-Chair: Jean-Paul Simon, JPS Public Policy Consulting

- On digital intellectual property are we facing the first great battle of the digital age? A lost battle against technology?
- Does IP law sometimes hamper—rather than encourage—communication, creativity, and innovation?
- Are new schemes and commercial arrangements emerging? New forms of assets management more suited to a digital world?
- Can international licensing foster circulation of European audiovisual works in the EU? Is there enough cross-border demand for most of the contents?

Setting the scene: Andra Leurdijk, Netherlands Organisation for Applied Scientific Research, TNO
Enrico Turrin, Economist at the Federation of European Publishers
Paolo Lanteri, Assistant Legal Officer, Copyright Law Division, World Intellectual Property Organization, WIPO
Luc Delany, European Policy manager, Facebook

15:00 – 15:30 Coffee break

15:30 – 16:45 Summing-up the main trends
Chair: Jean-Paul Simon, JPS Public Policy Consulting
Co-Chair: Marc Bogdanowicz, Joint Research Centre-IPTS, European Commission

Key note speech
Roberto Viola, Deputy Director General, Directorate-General for Communication Networks, Content and Technology, European Commission

Contrasting views from EU and US
Professor Augusto Preta, Director IT Media, Roma, Italy
Professor David Waterman, Dept. of Telecommunications, Indiana University, USA
- Some historical perspectives on the re-organization of the sector(s)
- How did the changes take place? What have been the main drivers and players?
- Shifts in patterns of consumption
- What are the main models emerging?

16:45 – 17:30 The scope of EU Policies: Enabling creation and distribution
Chair: Marc Bogdanowicz, Joint Research Centre-IPTS, European Commission
Co-Chair: Jean-Paul Simon, JPS Public Policy Consulting

Xavier Troussard, Acting Director, Culture and Media, Directorate-General for Education and Culture, European Commission
Carsten Schierenbeck, Policy Officer, Clusters and Support for SMEs, Directorate-General for Enterprise and Industry, European Commission
Maria Martin-Prat, Head of Unit, Copyright, Directorate-General for Internal Market and Services, European Commission
Harald Trettenbrein, Deputy Head of Unit, Converging Media and Content, Directorate-General for Communication Networks, Content and Technology, European Commission

17:30 Close of the meeting